



# Francois HAASBROEK

SENIOR CONTENT MANAGER & DIGITAL SPECIALIST

+27 83 270 4819

Strand, Western Cape, South Africa

francoisjhaasbroek@gmail.com

www.francoishaasbroek.com

## ABOUT ME

I'm a digital content and multimedia specialist with 15+ years' experience across journalism, digital publishing, content strategy and multimedia production for leading South African media brands, including *Weg!*, *Go!*, *Huisgenoot* and *Netwerk24*.

My experience spans editorial, digital content, podcasts, video, audio, social media, audience strategy and digital projects. I currently manage an audio and digital project at *Netwerk24* focused on podcast network development, subscription content, analytics and audience growth.

With postgraduate qualifications in Journalism, Geography and GIS, I combine editorial expertise, technology, data and creative thinking to develop engaging digital experiences and new ways for audiences to connect with content.

## PROFESSIONAL SKILLS

Digital Content Strategy

Multimedia Production

Editorial Leadership

Project Management

Audience Analytics

Digital Innovation

## LANGUAGES

Afrikaans - Native

English - Fluent

## AWARDS

Media24 Excellence Award | 2012  
Editor's Choice

Media24 Excellence Award | 2016  
Best Standalone - *Weg! Botswana*  
Media24 Excellence Award | 2012  
Best Standalone - *Weg! Botswana*



## WORK EXPERIENCE

Aug 2024 - present  
*Netwerk24 (Media24)*

### AUDIO CONTENT & DIGITAL PROJECT MANAGER

- Manage the *Klankgolwe* podcast network, including website, content and publishing.
- Develop Afrikaans audio series and subscription/paywall content.
- Coordinate editorial, marketing, commercial and technology teams.
- Monitor and analyse content and audience performance, producing data-driven reports to drive growth.
- Improve consumer experience and co-host the weekly history podcast *Lank, lank gelede*.
- This is an additional, project-based roll within the same company.

Apr 2022 - present  
*Huisgenoot (Media24)*

### DIGITAL CONTENT & MULTIMEDIA MANAGER

- Led digital content production across web, social media, newsletters, podcasts and multimedia platforms.
- Managed end-to-end video, podcast and multimedia projects, from concept to publication.
- Developed digital content strategies, managed special projects and coordinated cross-functional teams.
- Used audience/content analytics to optimise engagement, traffic and growth.
- Trained editorial teams in digital publishing and multimedia tools, while driving workflow optimisation and Generative AI adoption.

Sep 2010 - Jul 2020  
*Weg!/Go! (Media24)*

### MULTIMEDIA JOURNALIST & CARTOGRAPHER

- Co-edited *Weg! Botswana* standalone and edited a *Weg! Stories* standalone, overseeing editorial planning, content development and production.
- Researched, wrote and produced travel features incorporating writing, photography, video and podcasts.
- Created digital and print maps using GIS and design software.
- Produced and distributed podcasts and multimedia content across print and digital platforms.
- Host industry summits and presented travel and photography workshops.

Jan 2014 - Jan 2018  
*Bush Radio FM*

### RADIO HOST

- Co-hosted a weekly community radio show, interviewing emerging artists, curating music and promoting local talent.
- Freelance, unpaid position.

Feb 2010 - Sept 2010  
*Media24*

### PAID INTERN

- Completed a year-long paid internship with Media24 Academy, gaining experience across newspapers, magazines and digital journalism, including *Beeld*, *WegSleep* and *Weg!*.
- Developed practical skills alongside experienced editorial teams.

## EDUCATION

2009  
*University of Stellenbosch*

### BPHIL IN JOURNALISM

A selective, intensive one-year postgraduate journalism programme covering magazine, newspaper, broadcast and online journalism. Selected as one of approximately 20–25 students from hundreds of applicants. Served as Photo Editor of *Lip*, the university's annual publication.

2006  
*University of Stellenbosch*

### HONOURS IN GEOGRAPHY & ENVIRONMENTAL STUDIES

Specialised in GIS and Eco-Tourism, focusing on tourism resource assessment and spatial analysis. Thesis: *A Tourism Resource Inventory and GAP Analysis of Tourism in the Western Little Karoo*. Served as a GIS Teaching Assistant and Research Assistant on a tourism project with Cape Town Routes Unlimited.

2003 - 2005  
*University of Stellenbosch*

### BA HUMANITIES

Completed a BA in Humanities, majoring in Geography, History and Ancient Cultures, with English, Political Science and Information Skills as minors. Gained practical experience in journalism, GIS, research and publishing, including roles as a *Die Matie* reporter, *Piekeman* editor and Research Assistant.